

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-2. (Cancelled)

3. (Currently Amended) A method on a web site offering at least one of a product and/or a service for sale for pricing [[a]] the product and/or service, the method comprising:

receiving an order at a first web site directly from a buyer for a product and/or service for sale on [[a]] the first web site, wherein the product and/or service is available for purchase in one or more configurations;

instructing at least one web-crawler to query at least a second website for retrieving at least one competitor's pricing information for each of the configurations;

reading the at least one competitor's pricing information collected from the at least [[a]] second web site for each of the configurations;

before presenting a selling price to [[a]] the buyer using the first website, calculating the selling price for each of the configurations of the product and/or service based on the competitor's price as follows:

in response to the competitor's price being higher than a highest price that a market will bear, set the selling price to the highest price that the market will bear;

in response to the competitor's price being: i) lower than the highest price that the market will bear and ii) higher than a lowest profitable price at the first web site, set the selling price at the competitor's price;

in response to the competitor's price being lower than the lowest profitable price at the first web site, set the selling price at the lowest profitable price; and

presenting each of the configurations of the product and/or service which has been ordered for the selling price which has been calculated based on the competitor's price.

4. (Previously Presented) The method of claim 3, wherein the selling price is further adjusted based on information associated with the buyer of the product and/or service on the first web site.

5. (Previously Presented) The method of claim 4, wherein the information associated with the buyer of the product and/or service on the first web site includes any one of:

- a volume of the product and/or service that is being purchased by the buyer;
- a number of orders previously placed by the buyer on the first web site;
- a type of equipment owned by the buyer; and
- a classification of the buyer.

6. (Previously Presented) The method of claim 3, wherein the product and/or service having a plurality of configurations is any one of:

- furniture;
- a computer;
- a car; and
- a boat.

7. (Original) The method of claim 6, wherein each of the first web site and the second web site are an e-commerce web site.

8-9. (Cancelled)

10. (Currently Amended) A computer program product executable by a computer, the computer program product comprising computer instructions on a web site offering at least one of a product and/or a service for sale for pricing [[a]] the product and/or service, the computer instructions including instructions for:

receiving an order at a first web site directly from a buyer for a product and/or service for sale on [[a]] the first web site, wherein the product and/or service is available for purchase in one or more configurations;

instructing at least one web-crawler to query at least a second website for retrieving at least one competitor's pricing information for each of the configurations;

reading the at least one competitor's pricing information collected from the at least [[a]] second web site for each of the configurations;

before presenting a selling price to [[a]] the buyer using the first website, calculating the selling price for each of the configurations of the product and/or service based on the competitor's price as follows:

in response to the competitor's price being higher than a highest price that a market will bear, set the selling price to the highest price that the market will bear;

in response to the competitor's price being; i) lower than the highest price that the market will bear and ii) higher than a lowest profitable price at the first web site, set the selling price at the competitor's price;

in response to the competitor's price being lower than the lowest profitable price at the first web site, set the selling price at the lowest profitable price; and

presenting each of the configurations of the product and/or service which has been ordered for the selling price which has been calculated based on the competitor's price.

11. (Previously Presented) The computer program product of claim 10,

selling price is further adjusted based on information associated with the buyer of the product and/or service on the first web site.

12. (Previously Presented) The computer program product of claim 11, wherein the information associated with the buyer of the product and/or service on the first web site includes any one of:

- a volume of the product and/or service that is being purchased by the buyer;
- a number of orders previously placed by the buyer on the first web site;
- a type of equipment owned by the buyer; and
- a classification of the buyer.

13. (Previously Presented) The computer program product of claim 10, wherein the product and/or service having a plurality of configurations is any one of:

- furniture;
- a computer;
- a car; and
- a boat.

14. (Original) The computer program product of claim 13, wherein each of the first web site and the second web site are an e-commerce web site.

15. (Cancelled)

16. (Currently Amended) A system communicatively coupled to a web site offering at least one of a product and/or a service for sale for pricing [[a]] the product and/or service, comprising:

- a first web site configured to receive an order directly from a buyer for a product and/or service for sale at the first web site, wherein the product and/or service is available for purchase in one or more configurations;

- a spider for determining on a second web site at least one competitor's price for each of the configurations of the product and/or service;

- a processor for calculating, before presenting a selling price to a user of the first website, the selling price for each of the configurations of the product and/or service based on the competitor's price as follows:

 - in response to the competitor's price being higher than a highest price that a market will bear, set the selling price to the highest price that the market will bear;

 - in response to the competitor's price being: i) lower than the highest price that the market will bear and ii) higher than a lowest profitable price at the first web site, set the selling price at the competitor's price;

 - in response to the competitor's price being lower than the lowest profitable price at the first web site, set the selling price at the lowest profitable price; and

- a price module for presenting each of the configurations of the product and/or service which have been ordered for the selling price which has been calculated based on the competitor's price-calculated by the processor.

17. (Previously Presented) The system of claim 16, wherein the selling price is further adjusted based on information associated with the buyer of the product and/or service on the first web site.

18. (Previously Presented) The system of claim 17, wherein the information associated with the buyer of the product and/or service on the first web site includes any one of:

- a volume of the product and/or service that is being purchased by the buyer;
- a number of orders previously placed by the buyer on the first web site;
- a type of equipment owned by the buyer; and
- a classification of the buyer.

19. (Previously Presented) The system of claim 16, wherein the product and/or service having a plurality of configurations is any one of:

- furniture;
- a computer;
- a car; and
- a boat.

20. (Original) The system of claim 19, wherein each of the first web site and the second web site are an e-commerce web site.